

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	: 09/873,785	Confirmation No.	2842
Applicant	: Chaitanya Kanojia, et al.		
Filed	: 06/04/2001		
Title	: PROMOTIONS ON VIEWING DEVICES		
Group Art Unit	: 2425		
Examiner	: Jean D. Saint Cyr		
Docket No.	: 325520.02/MFCP.143798		
Customer No.	: 45809		

VIA EFS – November 16, 2010

Mail Stop RCE
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

**SUBMISSION IN SUPPORT OF REQUEST FOR CONTINUED EXAMINATION AND
AMENDMENT UNDER 37 C.F.R. § 1.114**

Applicants respectfully request continued examination of the above-identified Application. The following is in accordance with the requirements for submission under 37 C.F.R. § 1.114(c) and MPEP 706.07(h), Sec. II. The present communication is in response to the Board of Patent Appeals and Interferences Decision On Appeal mailed September 16, 2010, the two-month statutory period for response expires November 16, 2010. In response to the Decision On Appeal, please consider the following:

Amendments to the Claims: begin on page 2 of this paper.

Remarks/Arguments: begin on page 11 of this paper.